



## Sas Institute Inc. Profile

100 Sas Campus Dr  
Cary, NC 27513-8617 United States  
Phone: 1-919-677-8000  
<http://www.sas.com>

# WELCOME

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# Company Overview

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SAS, founded in 1976, is a trusted analytics powerhouse for organizations seeking immediate value from their data. SAS has more than 12,000 employees and 82,000 business, government and university customer sites across 145 countries. SAS software and services continue to help organizations in every industry – from pharmaceutical companies and banks to academic and governmental entities – transform data into intelligence. Its biggest market is the Americas, accounting for about half of sales.

## Key Information

DUNS Number	040046724
Location Type	Parent/Headquarters
Subsidiary Status	No
Manufacturer	No
Company Type	
Plant/Facility Size (Square Feet)	1,000,000.00
Owns/Rents	Leases
Accountant	
Total Employees	14,000
Employee Growth (1-3 years)	6%
Employees At This Location	1,170
Year of Founding or Change in Control	1976
Primary Industry	1121: Computer Software
Primary SIC Code	73729901: Application computer software
Primary NAICS Code	
Tradestyle	
Latitude/Longitude	35.828785 / -78.766707

## Key Financials

Fiscal Year-End	
Sales (Actual)	\$3,189.59M
Net Income	
Prescreen Score	Low Risk

## Key People

Name	Title
JAMES H GOODNIGHT	Chief Executive Officer
JOHN P SALL	Executive Vice President

# Company Description

SAS offers Advanced Analytics, AI Solutions, Business Intelligence & Analytics, SAS Cloud, Marketing Analytics, Cybersecurity, Data Management, and more.

In addition, the company also offers its products including SAS Viya, SAS Detection and Investigation, SAS Customer Intelligence 360, SAS Model Manager, SAS Visual Analytics, and SAS Visual Data Mining and Machine Learning, among others.

The company had a revenue of \$3.2 billion in 2021.

Headquartered in North Carolina, SAS has global locations in over 150 countries located in Africa, Europe, Middle East, Latin America and the Caribbean, North America, and Asia Pacific.

The Americas account for about half of the company's sales, followed by EMEA with around 35%, and Asia Pacific which accounts for the rest.

In 2022, SAS acquired Honolulu-based Kamakura Corporation. Privately held Kamakura provides specialized software, data and consulting that helps financial organizations across the spectrum – banks, insurance companies, asset managers, pension funds and more – manage a variety of financial risks. The acquisition of sector.

In early 2021, SAS, the global leader in analytics, announced the acquisition of UK-based, Boemsa, a privately held technology company specializing in low-code/no-code application deployment and analytic workload management for the SAS platform. The acquisition further enhances SAS Viya – a cloud-native, advanced analytics platform – with a rich set of capabilities that boost SAS' goal of supporting the entire analytics life cycle and facilitating customer migration to the cloud. Terms were not disclosed.

SAS serves industries, including agriculture, banking, education, health care, insurance, life sciences, manufacturing, public sector, retail, small and midsize business, utilities, and telecom media and technology.

To shape the future of analytics in the cloud, SAS is continuing to build off its strategic partnership with Microsoft. The partnership made Azure the company's preferred cloud provider and builds innovative new joint solutions to erase traditional friction points between data, insights and action and help find answers in the cloud. SAS Viya on Azure Industry Solutions allows customers from agriculture to retail to life sciences to lean on SAS' robust industry expertise and Azure's trusted cloud environment.

SAS Institute was started in 1976 by North Carolina State University professors James Goodnight and John Sall. The two had developed a mainframe statistical analysis system (SAS) for the US Department of Agriculture to analyze data around the state. Its popularity grew at other southern campuses, enabling the two professors to go out on their own.

The company began rewriting SAS System software in 1984 to make it independent of hardware systems. While rewriting the package in C language, the company ran into a problem -- none of the commercial C compilers supported the IBM 370 mainframe architecture. SAS Institute then began developing MultiVendor Architecture in C to enable the package to be hardware- and platform-independent.

SAS acquired Lattice Inc., a prominent maker of C language code translators, in 1986 to assist in the adaptation of SAS software to the PC environment. The next year the complete version of SAS System for the PC was released, and in 1988 the company unveiled systems for UNIX platforms.

In 1989 SAS released JMP software for the Apple Macintosh, developed a cooperative software program with IBM, and began offering consulting services. By 1990 the company had redesigned its SAS System software so it would be completely hardware-independent in the mainframe and minicomputer domains. SAS also introduced a new menu-driven, task-oriented interface to the SAS System that enabled access to those with limited computer experience.

## Company History

SAS Institute was started in 1976 by North Carolina State University professors James Goodnight and John Sall. They had developed a mainframe statistical analysis system (SAS) for the US Department of Agriculture to analyze data around the state. Its popularity grew at other southern campuses, enabling the two professors to go out on their own. The company rewrote the SAS System software in 1984 to make it independent of hardware systems. SAS had grown into one of the biggest private concerns.

## Industry Information

### Primary SIC Code

73729901: Application computer software

### Primary NAICS Code

# People

## Employees

Title	Name	Age	Salary	Bonus
Chief Executive Officer	JAMES H GOODNIGHT	--	--	--
Executive Vice President	JOHN P SALL	--	--	--



# Biographies

## JAMES H GOODNIGHT

Chief Executive Officer, Co-Founder

### Biography

Dr. James H. Goodnight Ph.D. serves as Chief Executive Officer, Co-Founder of the Company. He earned his bachelor's degree in applied mathematics and his master's in statistics from North Carolina State University (NCSU). He also earned his doctorate in statistics at NCSU. A champion of education reform, Goodnight spearheaded the creation of a national Business Roundtable report calling on business leaders to support and advocate for efforts to improve early learning and third-grade reading proficiency. In North Carolina, he rallied a group of CEOs to the cause, which contributed to increases in funding that allow more eligible children to enter the state's high-quality prekindergarten program. Under his direction, SAS has focused on helping students, educators and independent learners develop sought-after skills through innovative programs, partnerships and technology offerings. Harvard Business School named Goodnight a Great American Business Leader for his role in making SAS a business that changed the way Americans lived, worked and interacted over the last several decades. He was also named one of America's 25 Most Fascinating Entrepreneurs by Inc. magazine. Goodnight is an active participant in the Business Roundtable and the Business Council, where CEOs address global issues and business concerns.

## JOHN P SALL

Co-Founder, Executive Vice President

### Biography

Dr. John P. Sall serves as Co-Founder, Executive Vice President of the Company. Sall is a Fellow of the American Statistical Association and the American Association for the Advancement of Science, the world's largest general scientific society. Reflecting his passion for global conservation and environmental issues, he serves on the World Wildlife Fund board, the Smithsonian Institution's National Museum of Natural History advisory board, and is a former board member of The Nature Conservancy. Sall also is a former trustee of North Carolina State University, where he studied graduate-level statistics. He also earned a bachelor's degree in history from Beloit College and a master's degree in economics from Northern Illinois University (NIU). Both NIU and NC State awarded him honorary doctorates.

# Company Financials

## Financial Summary

Company Type	Parent/Headquarters
Fiscal Year-End	December
2019 Sales (Actual)	\$3,189.59M
1-Year Sales Growth	--%
2019 Net Income	--
1-Year Net Income Growth	--%
Prescreen Score	Low Risk

# Competitors List

Company	Gross Revenue	Employees
Ariba, Inc.	\$204.35M	2,432
Autonomy Inc. (Top Competitor)	--	79
Blue Yonder Group, Inc.	\$427.51M	300
CEGID GROUP	\$9.66M	
Citrix Systems, Inc.	\$3,217.17M	8,400
Dimensional Insight Incorporated	\$16.44M	125
Information Builders, Inc.	\$212.79M	1,500
International Business Machines Corporation	\$60,530.00M	311,300
Kronos Incorporated	\$680.01M	4,128
Microsoft Corporation	\$198,270.00M	221,000
NTT Data Americas, Inc. (Top Competitor)	\$1,500.10M	10,686
Oracle Corporation (Top Competitor)	\$42,440.00M	143,000
Sap America, Inc.	\$3,364.51M	13,888
SAS SOFTWARE LIMITED	\$185.85M	
Software Aktiengesellschaft	\$995.16M	4,908
Versant Corporation	\$28.05M	65
Wind River Systems, Inc.	\$397.95M	1,686

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